



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 335889

Schedule Dates 10/16/12-10/20/12  
Advertiser Pol/Iss/NC Citizens 4 Progress (15868)  
Agency Shorr & Associates (2909)  
Product Political - Issue (1068)  
Brand NC CITIZENS PROGRESS (136194)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name D'ETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* NC CITIZENS FOR PROGRESS

Date Entered 10/05/12  
Last Modified 10/09/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06364449  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$9,225.00  
Net Total \$52,275.00  
Sales Tax

## Charlotte (WSOC)

By Broadcast Month  
Oct. 2012 34  
Grand Total: 34  
Rate \$61,500.00  
\$61,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/16/12-10/19/12	2	:30	7A- 8A (EST)			1	1	1	1			4	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
1.1	Normal Line / Spot	10/16/12-10/18/12	2	:30	7A- 8A (EST)			1	1	1				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
2.0	Revised Line / Spot	10/16/12-10/19/12	2	:30	6:30A- 7A (EST)			1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
2.1	Normal Line / Spot	10/17/12-10/19/12	2	:30	6:30A- 7A (EST)			1	1	1				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
3.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	8A- 9A (EST)			1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
4.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	4P- 5P (EST)			1	1	1	1			4	\$850.00	\$3,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
6.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	6P- 6:30P (EST)			1	1	1	1			4	\$3,000.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
7.0	Revised Line / Spot	10/16/12-10/19/12	2	:30	7P- 7:30P (EST)			1	1	1	1			4	\$3,000.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
7.1	Normal Line / Spot	10/17/12-10/19/12	2	:30	7P- 7:30P (EST)			1	1	1				3	\$3,000.00	\$9,000.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
8.0	Normal Line / Spot	10/16/12-10/18/12	2	:30	11:35P- 12:05A (EST)			1	1	1				3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
9.0	Normal Line / Spot	10/20/12-10/20/12	2	:30	7A- 8A (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
10.0	Normal Line / Spot	10/20/12-10/20/12	2	:30	8A- 9A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
11.0	Normal Line / Spot	10/19/12-10/19/12	2	:30	12:05A- 12:35A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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12.0	Normal Line / Spot (B/E)	10/17/12-10/19/12	2	:15	15:17A- 8A (EST)	2			X		X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		10/9/12
13.0	Normal Line / Spot (B/E)	10/16/12-10/18/12	2	:15	15:16:30A- 7A (EST)	2		X		X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		10/9/12
14.0	Normal Line / Spot (B/E)	10/16/12-10/18/12	2	:15	15:16:58P- 7:30P (EST)	2		X		X				2	\$3,000.00	\$6,000.00	Charlotte (WSOC)		10/9/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

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# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	WSDC-TV
Date:	10/8/12

I, Shorr Johnson Magnus  
do hereby request station time concerning the following issue:

<p>NC Citizens for Progress</p>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/9/12 - 10/15/12					

Total Charges:	\$162,850.00
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This broadcast time will be used by: \_\_\_\_\_

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Ne Chinas for Progress

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: ☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_  
Signature  
Date 5/31/12  
\_\_\_\_\_  
Contact Phone Number 215-567-4640

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Rejected  
\_\_\_\_\_  
Signature  
\_\_\_\_\_  
Printed Name Andrew Moore  
\_\_\_\_\_  
Title  
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